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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/760,377	01/12/2001	Robert E. Dvorak	BLFR 1003-1	1255
22470	7590	12/17/2007		
HAYNES BEFFEL & WOLFELD LLP			EXAMINER	
P O BOX 366			VAN DOREN, BETH	
HALF MOON BAY, CA 94019			ART UNIT	PAPER NUMBER
			3623	
			MAIL DATE	DELIVERY MODE
			12/17/2007	PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Advisory Action Before the Filing of an Appeal Brief	Application No.	Applicant(s)
	09/760,377	DVORAK ET AL.
	Examiner Beth Van Doren	Art Unit 3623

--The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

THE REPLY FILED 05 December 2007 FAILS TO PLACE THIS APPLICATION IN CONDITION FOR ALLOWANCE.

1. The reply was filed after a final rejection, but prior to or on the same day as filing a Notice of Appeal. To avoid abandonment of this application, applicant must timely file one of the following replies: (1) an amendment, affidavit, or other evidence, which places the application in condition for allowance; (2) a Notice of Appeal (with appeal fee) in compliance with 37 CFR 41.31; or (3) a Request for Continued Examination (RCE) in compliance with 37 CFR 1.114. The reply must be filed within one of the following time periods:
 - a) The period for reply expires _____ months from the mailing date of the final rejection.
 - b) The period for reply expires on: (1) the mailing date of this Advisory Action, or (2) the date set forth in the final rejection, whichever is later. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of the final rejection.

Examiner Note: If box 1 is checked, check either box (a) or (b). ONLY CHECK BOX (b) WHEN THE FIRST REPLY WAS FILED WITHIN TWO MONTHS OF THE FINAL REJECTION. See MPEP 706.07(f).

Extensions of time may be obtained under 37 CFR 1.136(a). The date on which the petition under 37 CFR 1.136(a) and the appropriate extension fee have been filed is the date for purposes of determining the period of time and the corresponding amount of the fee. The appropriate extension fee under 37 CFR 1.17(a) is calculated from: (1) the expiration date of the shortened statutory period for reply originally set in the final Office action; or (2) as set forth in (b) above, if checked. Any reply received by the Office later than three months after the mailing date of the final rejection, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

NOTICE OF APPEAL

2. The Notice of Appeal was filed on _____. A brief in compliance with 37 CFR 41.37 must be filed within two months of the date of filing the Notice of Appeal (37 CFR 41.37(a)), or any extension thereof (37 CFR 41.37(e)), to avoid dismissal of the appeal. Since a Notice of Appeal has been filed, any reply must be filed within the time period set forth in 37 CFR 41.37(a).

AMENDMENTS

3. The proposed amendment(s) filed after a final rejection, but prior to the date of filing a brief, will not be entered because
 - (a) They raise new issues that would require further consideration and/or search (see NOTE below);
 - (b) They raise the issue of new matter (see NOTE below);
 - (c) They are not deemed to place the application in better form for appeal by materially reducing or simplifying the issues for appeal; and/or
 - (d) They present additional claims without canceling a corresponding number of finally rejected claims.

NOTE: See Continuation Sheet. (See 37 CFR 1.116 and 41.33(a)).

4. The amendments are not in compliance with 37 CFR 1.121. See attached Notice of Non-Compliant Amendment (PTOL-324).

5. Applicant's reply has overcome the following rejection(s): _____.

6. Newly proposed or amended claim(s) _____ would be allowable if submitted in a separate, timely filed amendment canceling the non-allowable claim(s).

7. For purposes of appeal, the proposed amendment(s): a) will not be entered, or b) will be entered and an explanation of how the new or amended claims would be rejected is provided below or appended.

The status of the claim(s) is (or will be) as follows:

Claim(s) allowed: _____.

Claim(s) objected to: _____.

Claim(s) rejected: 2-15, 20-34, 39-53, 58-72 and 96-99.

Claim(s) withdrawn from consideration: _____.

AFFIDAVIT OR OTHER EVIDENCE

8. The affidavit or other evidence filed after a final action, but before or on the date of filing a Notice of Appeal will not be entered because applicant failed to provide a showing of good and sufficient reasons why the affidavit or other evidence is necessary and was not earlier presented. See 37 CFR 1.116(e).

9. The affidavit or other evidence filed after the date of filing a Notice of Appeal, but prior to the date of filing a brief, will not be entered because the affidavit or other evidence failed to overcome all rejections under appeal and/or appellant fails to provide a showing a good and sufficient reasons why it is necessary and was not earlier presented. See 37 CFR 41.33(d)(1).

10. The affidavit or other evidence is entered. An explanation of the status of the claims after entry is below or attached.

REQUEST FOR RECONSIDERATION/OTHER

11. The request for reconsideration has been considered but does NOT place the application in condition for allowance because: see attached.

12. Note the attached Information Disclosure Statement(s). (PTO/SB/08) Paper No(s). _____

13. Other: _____.


BETH VAN DOREN
PRIMARY EXAMINER

Continuation of 3. NOTE: The amendments presented for claim 96 change the scope of the claim and therefore require further search and/or consideration.

In response to applicant's argument that, with regards to claim 97, Huang et al. does not teach or suggest event type identifiers in a unified causal calendar represent promotions of substitute or complementary products, removal of substitute or complementary products from a selling assortment, new product introduction, or special event in a city that increase customer traffic at a selling location.

In response to this argument, Examiner respectfully disagrees. First, the language "unified causal calendar" was not presented in the previously pending claims. Further, even in the currently presented amendments, applicant does not expressly state a unified causal event calendar, but rather unifying treatments with a causal event calendar (so it seems that the treatments are unified).

With regards to event types and event type identifiers, Huang et al. discloses a computer implemented system that manages the data and performs analysis for the method. This includes the identification of events such as seasonal events and special events in a city that increase customer traffic. See column 13, lines 25-35 and 50-55, which specifically discloses new product release/introduction. Column 22, lines 15-30, column 36, lines 50-65, column 54, lines 60-67, column 55, lines 20-33, which discloses price reductions causing customers to purchase for example substitute products (instead of what they intended to buy) as well as phasing out such as item at the end of its season. Huang further discloses seasonal events and special events in a city that increase customer traffic (See column 19, lines 30-40, column 21, 15-25, column 33, lines 65-67, column 36, lines 60-65, column 54, line 60-column 55, line 20, which discloses seasonal events and special events (like military shows) that increase usage and demand for an item). Huang et al. did not teach holiday events, but Landvater discloses holiday events in figures 10-11, column 11, lines 59-67, column 12, lines 57-67, which discloses holidays and demand and products associated with planning for those periods.